

ORDER



Orders
Order / Rev: 170045
Alt Order #:
Product Desc:
Estimate: 3185
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Anjie Brady
Sales Office: P-PHL
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015-7010

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tommy Thompson
Demographic: A35+
Product Codes: PL1
Priority: 2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	22	\$15,900.00	\$13,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$15,900.00	\$13,515.00	0.00
Totals	22	\$15,900.00	\$13,515.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$15,900.00
Market	100%	\$63,600.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$15,900.00
KMSP	25%	\$15,900.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$15,900.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	11/01/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	11-11--	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---11--			2		\$550.00		0.00				
Week:		11/05/12	11/11/12	11-----			2		\$550.00		0.00				
2	M	11/01/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11-11--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Tommy Thompson
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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	11/01/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11-11--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$500.00		0.00			
3	M	11/01/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----1-	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
4	M	11/01/12	11/06/12	Su 6-7a Sun 6-7a News	CM	6-7a	-----1	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$150.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
N 5	M	11/01/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1--11--	:30	3	\$1,100.00	2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	M-F 6-630p		6-630p	---ThF----	:30		(\$1,100.00)		0.00	NM		
				Credited											
	2	M	10/29/12-11/04/12	M-F 6-630p		6-630p	---ThF----	:30		(\$1,100.00)		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			
6	M	11/01/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1--11--	:30	3	\$1,050.00	2	0.00	NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,050.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,050.00		0.00			
N 7	M	11/01/12	11/06/12	Su 530-6p Su 530-6p News	CM	530-6p	-----1	:30	1	\$700.00	2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$700.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	M	10/29/12-11/04/12	Su 530-6p		530-6p	-----Su	:30		(\$700.00)		0.00	NM		
				Credited											
		Week: 11/05/12	11/11/12	-----		0				\$350.00		0.00			
8	M	11/01/12	11/06/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	1--11--	:30	3	\$1,350.00	2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,350.00		0.00			
N 9	M	11/03/12	11/03/12	230-6p College FB 230-6p College FB	SPRT	230-6p	-----S-	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$1,400.00		0.00			
N 10	M	11/02/12	11/04/12	Su 1105-1135p Sun 1105-1135p	CM	1105-1135p	-----S	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$350.00		0.00			
N 11	M	11/02/12	11/04/12	M-F 1102p News thru 1/10 M-F 1102p News	CM	1102-1132p	----F--	:30	2	\$400.00	2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$400.00		0.00			
N 12	M	11/02/12	11/04/12	M-F 1132p-1236a thru 1/10 Jimmy Kimmel	CM	1132p-1236a	----F--	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$350.00		0.00			

